

**Possible SWOT analysis questions**

Strengths	Opportunities
<p>Do you have a popular tourism destination?</p> <p>What aspects of the environment or heritage is being well managed?</p> <p>Do you have knowledgeable people working in tourism and heritage management?</p> <p>What are the strengths of your staff or the people involved?</p>	<p>Is there an opportunity to promote your natural and cultural assets to tourists?</p> <p>Are there people in the community interested in working in tourism and heritage management?</p> <p>Could tourism utilise underused infrastructure (eg historic buildings)?</p> <p>What opportunities are there for partnership and collaboration?</p>
Weaknesses	Threats
<p>Are current approaches to interpretation looking a little old, or in need of revision?</p> <p>Are there physical factors of the place or region which make visitor management difficult?</p> <p>Are there particular factors which present problems for marketing?</p> <p>What does evaluation and feedback indicate could be done better?</p> <p>Is there a lack of training or capacity?</p>	<p>What threats are there to the heritage values of the place or region?</p> <p>What threats are there to the physical condition of heritage places?</p> <p>What threats are there to the livelihood or ongoing economic or social viability of the local community?</p> <p>What threats are there to the viability of the business?</p> <p>What threats are apparent from an analysis of potential risks?</p>